

**Claims**

1. A method of increasing the tensile strength, breaking strength and flexural strength of colored leads, characterized in that 1 to 50% by weight of alkyl- and/or hydroxyalkylcellulose whose alkyl radicals may be straight-chain or branched and preferably have 2 to 10 carbon atoms, which is soluble in organic solvents are added to the lead mass.
2. The method as claimed in claim 1, characterized in that 1 to 30% by weight of alkyl- and/or hydroxyalkylcellulose soluble in organic solvents are added.
3. The method as claimed in claim 1 or claim 2, characterized in that 3 to 10% by weight of alkyl- and/or hydroxyalkylcellulose soluble in organic solvents are added.
4. The method as claimed in any of the preceding claims, characterized in that an ethylcellulose soluble in organic solvents is added.
5. The method as claimed in any of the preceding claims, characterized in that an alkyl- and/or hydroxyalkylcellulose is added, of which one part

dissolves in 1 to 100 parts of a fatty alcohol, a fatty acid ester or an ester of a fatty acid with a fatty alcohol at 100°C.

6. The method as claimed in any of the preceding claims, characterized in that, to dissolve the alkyl- and/or hydroxyalkylcellulose, a linear or branched fatty alcohol having a chain length of from 7 to 50 carbon atoms, preferably 12 to 34 carbon atoms or an ester of a linear or branched, saturated or unsaturated fatty acid having a chain length of from 12 to 24 carbon atoms is used.
7. The method as claimed in any of the preceding claims, characterized in that, to dissolve the cellulose derivative, isopropyl myristate, isopropyl palmitate, myristic acid, cetyl alcohol, stearyl alcohol, isostearyl alcohol, behenyl alcohol or a mixture thereof is used.
8. The method as claimed in any of the preceding claims, characterized in that colored leads whose length to diameter ratio is at least 5:1, preferably at least 8:1, are shaped from the lead mass.
9. The method as claimed in any of the preceding claims, characterized in that cosmetic leads are shaped from the lead mass.

10. The method as claimed in any of the preceding claims, characterized in that the leads are shaped by casting.
11. A colored pencil comprising a colored lead and a sleeve, where the lead comprises, in addition to the customary ingredients, 1 to 50% by weight, based on the weight of the lead, of alkyl- and/or hydroxyalkylcellulose whose alkyl radicals may be straight-chain or branched and have 1 to 10 carbon atoms, which is soluble in organic solvents.
12. The colored pencil as claimed in claim 11, characterized in that the colored lead has a diameter of from 1 to 6 mm.
13. The colored pencil as claimed in claim 11 or 12, characterized in that it comprises a sleeve which is equipped with a rotary mechanism, into which a colored lead has been inserted.
14. The colored pencil as claimed in claim 13, characterized in that the lead is self-supporting.
15. A colored pencil comprising a colored lead whose diameter is less than or equal to 6 mm and whose length

is 25 to 80 mm, inserted into the rotary mechanism of a rotating pencil.

16. The colored pencil as claimed in any of claims 11 to 15, characterized in that it is a cosmetics pencil.

17. The colored pencil as claimed in claim 16, characterized in that it is an eyebrow pencil, kohl pencil, eyeliner pencil or lipliner pencil.